

**What is Claimed is:**

1. An information delivery system, comprising:  
a web server in operative communication with a plurality of recipients and  
a plurality of senders, the plurality of senders desirous of generating  
messages intended for the plurality of recipients, respectively;  
and wherein:  
the web server includes a plurality of recipient preference profiles  
corresponding to the plurality of recipients, respectively, and a plurality  
of sender profiles corresponding to the plurality of senders,  
respectively;  
each of the recipient preference profiles includes respective information  
directed to the recipient's preferences for receiving messages;  
the web server provides the plurality of senders with access to the plurality  
of recipient preference profiles;  
the web server maintains a relationship between a log of recipient  
preference profiles out of the plurality of recipient preference profiles  
that have been accessed by a particular sender; and  
for each of the recipient preference profiles in the log of recipient  
preference profiles, the web server provides a change notification to  
the particular sender of a change in the recipient preference profile.
2. The information delivery system of claim 1, wherein:  
the web server notifies the particular sender in a format specified in the  
particular sender's sender profile.
3. The information delivery system of claim 2, wherein:  
each of the recipient preference profiles includes respective interest data;  
each of the sender profiles includes respective industry description data;  
and

when a new recipient establishes a new recipient preference profile, the web server provides a new recipient notification to those senders whose industry description data matches the new recipient's interest data.

4. The information delivery system of claim 3, wherein:  
the new recipient notification of industry description data and interest data match is in accordance with instructions provided in the plurality of sender profiles, respectively.

5. The information delivery system of claim 4, wherein:  
each of the recipient preference profiles includes respective no interest data; and  
if a given sender accesses one of the plurality of recipient preference profiles and the given sender's industry description data matches the one of the plurality of recipient preference profiles no interest data, then the web server provides a listing of other senders whose industry description data that matches the one of the plurality of recipient preference profiles interest data.

6. The information delivery system of claim 5, wherein:  
for each of the recipient preference profiles the web server associates a listing of those of the plurality of senders that have accessed the recipient preference profile; and  
the web server utilizes this listing in generating the change notifications.

7. The information delivery system of claim 1, wherein:  
for each of the recipient preference profiles the web server associates a listing of those of the plurality of senders that have accessed the recipient preference profile; and

the web server utilizes this listing in generating the change notifications.

8. The information delivery system of claim 1, wherein:  
each of the recipient preference profiles includes respective interest data;  
each of the sender profiles includes respective industry description data;  
and  
when a new recipient establishes a new recipient preference profile, the  
web server provides a new recipient notification to those senders  
whose industry description data matches the new recipient's interest  
data.
9. The information delivery system of claim 8, wherein:  
the new recipient notification of industry description data and interest data  
match is in accordance with instructions provided in the plurality of  
sender profiles, respectively.
10. A method of operating web server for exchanging information between a  
plurality of recipients and a plurality of senders desirous of generating messages  
intended for the plurality of recipients, respectively; the method comprising the  
step(s) of:  
storing a plurality of recipient preference profiles corresponding to the  
plurality of recipients, respectively, and a plurality of sender profiles  
corresponding to the plurality of senders, respectively, each of the  
recipient preference profiles includes respective information directed to  
the recipient's preferences for receiving messages;  
providing the plurality of senders with access to the plurality of recipient  
preference profiles;  
maintaining a relationship between a log of recipient preference profiles  
out of the plurality of recipient preference profiles that have been  
accessed by a particular sender; and

for each of the recipient preference profiles in the log of recipient preference profiles, providing a change notification to the particular sender of a change in the recipient preference profile.

11. The method of claim 10, further comprising the step(s) of:  
notifying the particular sender in a format specified in the particular sender's sender profile.
12. The method of claim 11, wherein:  
each of the recipient preference profiles includes respective interest data;  
each of the sender profiles includes respective industry description data;  
and  
further comprising the step(s) of:  
when a new recipient establishes a new recipient preference profile,  
providing a new recipient notification to those senders whose industry description data matches the new recipient's interest data.
13. The method of claim 12, further comprising the step(s) of:  
providing the new recipient notification of industry description data and interest data match in accordance with instructions provided in the plurality of sender profiles, respectively.
14. The method of claim 13, wherein:  
each of the recipient preference profiles includes respective no interest data; and  
further comprising the step(s) of:  
if a given sender accesses one of the plurality of recipient preference profiles and the given sender's industry description data matches the one of the plurality of recipient preference profiles no interest data,  
then providing a listing of other senders whose industry description

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data that matches the one of the plurality of recipient preference profiles interest data.

15. The method of claim 14, further comprising the step(s) of:  
for each of the recipient preference profiles, associating a listing of those  
of the plurality of senders that have accessed the recipient preference  
profile; and  
utilizing this listing in generating the change notifications.
16. The method of claim 10, further comprising the step(s) of:  
for each of the recipient preference profiles, associating a listing of those  
of the plurality of senders that have accessed the recipient preference  
profile; and  
utilizing this listing in generating the change notifications.
17. The method of claim 10, wherein:  
each of the recipient preference profiles includes respective interest data;  
each of the sender profiles includes respective industry description data;  
and  
further comprising the step(s) of:  
when a new recipient establishes a new recipient preference profile,  
providing a new recipient notification to those senders whose industry  
description data matches the new recipient's interest data.
18. The method of claim 17, further comprising the step(s) of:  
providing the new recipient notification of industry description data and  
interest data match in accordance with instructions provided in the  
plurality of sender profiles, respectively.